

8-3776

MEMORANDUM FOR: Deputy Director of Central Intelligence

VIA: Deputy Director [redacted]

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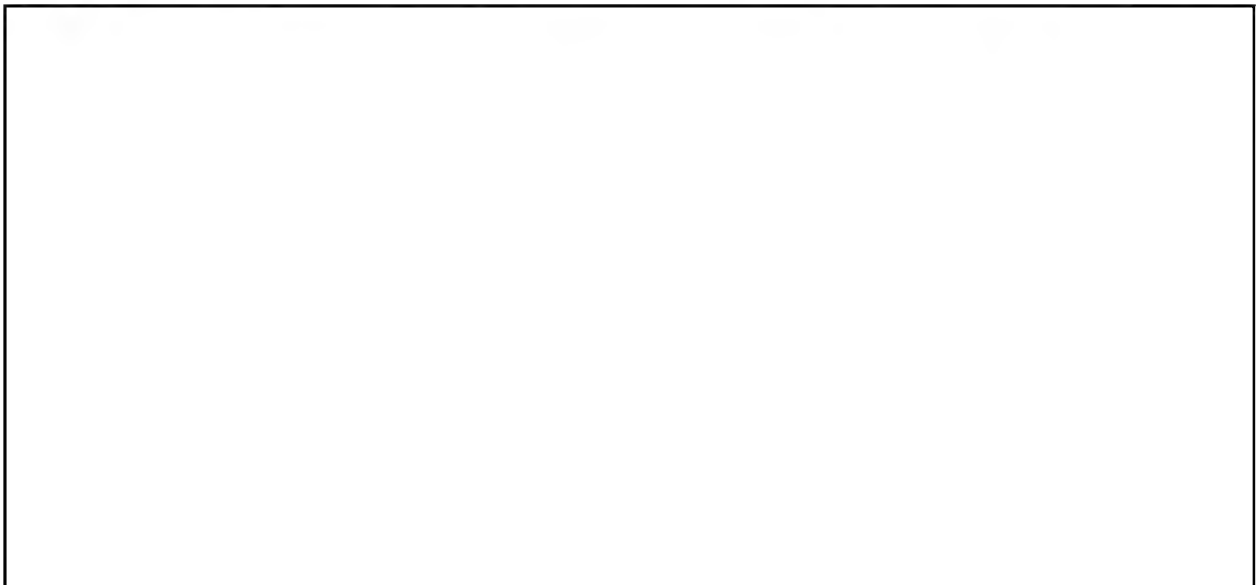
SUBJECT: [redacted] Munich Meeting on
Broadcasting Effectiveness

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1. This memorandum contains a recommendation submitted for DDCI approval. Such recommendation is contained in paragraph 2.

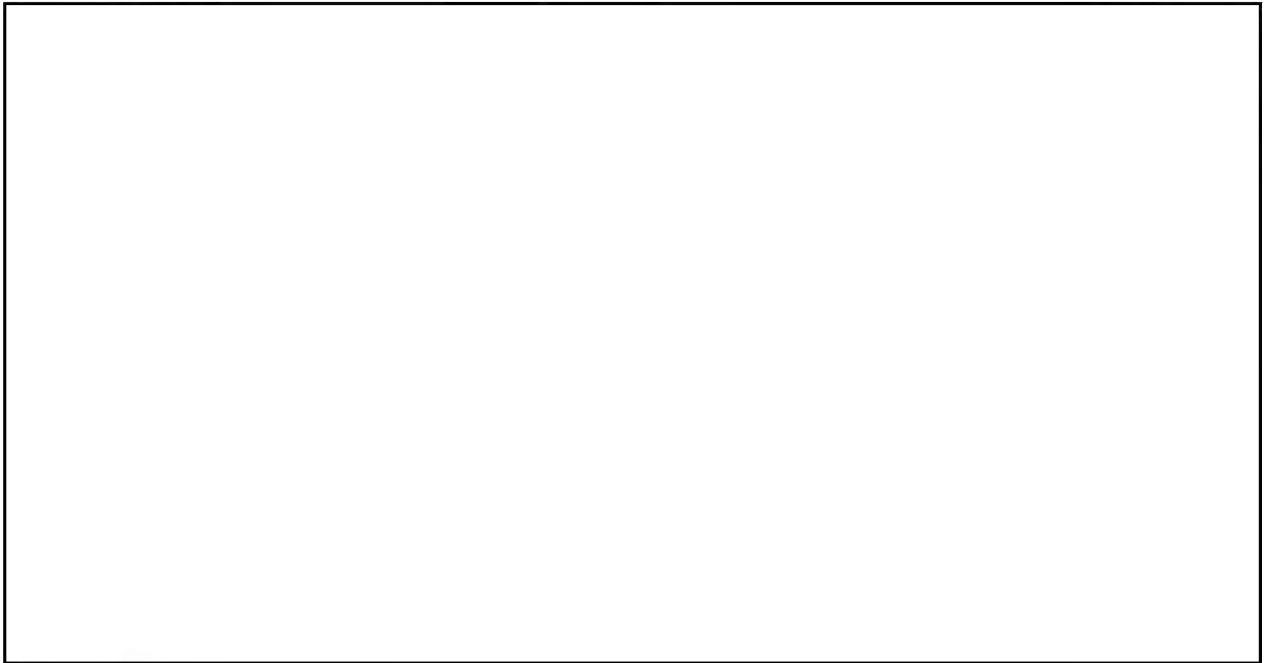
2. I think the meeting in Munich this year to discuss the effectiveness of US broadcasting to the USSR and European satellites is particularly significant, and especially so in the light of shifting Soviet tactics. It is very necessary, then, that we make the most of this opportunity to take a hard look at both program techniques and evaluation procedures with long range considerations in mind.

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State Department review completed

~~SECRET~~



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1 Enclosure
Letter to Mr. Loomis

CONCUR:



JUN 15 1956

Date

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The recommendation in paragraph 5 are approved.

SIGNED

19 JUN 1956

C. P. Cabell
Deputy Director of Central Intelligence

Date

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-179



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ER - File - *179* - 6/20/56

19 JUN 1956

card

Mr. Henry Loomis, Chief
Office of Support and Intelligence
United States Information Agency
Room 703, Walker-Johnson Building
Washington 25, D. C.

Dear Mr. Loomis:

Thank you for your letter of 30 April
concerning the meeting to be held in Munich,
13-17 August, on the effectiveness of U. S.
broadcasting to the USSR and European Satel-
lites.



ILLEGIB

Sincerely,

(14 May 56)

Retyped: O/DD/I:peb (17 May 56)

Rewrtten: DD/P/

(15 Jun 56)

Rewrtten: DDCI:km:gw (19 Jun 56)

Distribution:

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C. P. Cabell
Lieutenant General, USAF
Deputy Director

Approved For Release 2003/10/29 : CIA-RDP80B01676R001000200048-9

See ~~ER~~ copy for concurrence.

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UNITED STATES INFORMATION AGENCY

WASHINGTON

Confidential

April 30, 1956

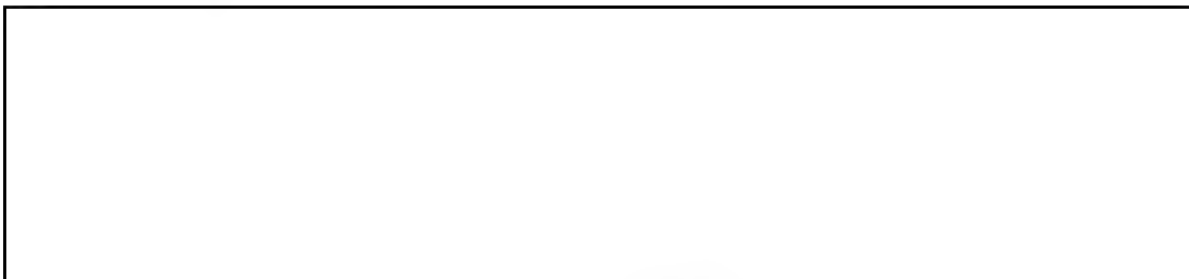
CH/um 5/8/56

My dear General Cabell:

A meeting will be held in Germany again this year on effectiveness of U.S. broadcasting to the USSR and European Satellites. As you are probably aware, similar meetings were held the last two years in Berlin under the chairmanship of Wilbur Schramm. He will again act as chairman, but this year the meeting is scheduled for August 13-17 in Munich rather than Berlin.

As in past years, the Department of State at our behest has again requested that representatives from the orbit posts, the peripheral offices, and others concerned from Western Europe attend the meeting. Also attending will be representatives from USIA, RFE, RLib, and, I believe, OCB, and EE and OIR in State Department.

This year we plan, rather than devoting the entire meeting to a discussion of actual effectiveness itself, to place substantial emphasis on exploring ways and means of getting more and better information on effectiveness from the Embassies, peripheral units, etc., and on how such information can be better analyzed, compared, and utilized by the broadcasters and other offices concerned.



Sincerely,

Henry Loomis
Chief, Office of Research
and Intelligence

General Charles P. Cabell
Deputy Director
Central Intelligence Agency

8/3977

Mr. Henry Louis, Chief
Office of Support and Intelligence
United States Information Agency
Room 703, Welles-Johnson Building
Washington 25, D. C.

Dear Mr. Louis:

I have read with interest your suggestion that part of the proposed meeting with Mr. Schramm in Munich be devoted to the question of improving our methods of obtaining more and better information on the effectiveness of international broadcasting.

The officers in CIA responsible for the evaluation of technical effectiveness have felt that, although the present system produces much valuable information, there are large gaps in our intelligence on the subject.



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Sincerely,

C. P. Cabell
Lieutenant General, USAF
Deputy Director

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ER-8-2284/4

Mr. Henry Loomis, Chief
Office of Support and Intelligence
United States Information Agency
Washington 25, D. C.

Dear Mr. Loomis:

Thank you for your letter of April 30th and the
contained therein.

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Sincerely,

C. F. Gabell
Lieutenant General, USAF
Deputy Director

25X1

Revised: 6/22/1968 (17 May 58)

Distribution:

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MEMORANDUM FOR: GEN. CABELL

Recommend you sign my revised
version (on top).

to coordinate
with DDP v8 may

26 May
(DATE)

FORM NO. 101 REPLACES FORM 10-101
1 AUG 54 WHICH MAY BE USED.

(47)

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| 3 | O/DD/I | | |
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Remarks:

Original of attached letter is being given to General Cabell.

③ Please have reply prepared for his signature ("Dear Mr. Loomis" -- "Sincerely").

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DATE

O/DDCI

5/7/56

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OFFICIAL ROUTING SLIP

| TO | | INITIALS | DATE |
|------|--|----------|-------------|
| 1 | Deputy Director/Intelligence | | 18 May |
| 2 | Deputy Director of Central Intelligence <i>Rec'd 5/18</i> | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| FROM | | INITIALS | DATE |
| 1 | Assistant Director for Scientific Intelligence | | 18 May 1958 |
| 2 | | | |
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ROUTING AND RECORD SHEET

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COMMENTS

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Coordinated with []
who concurs.

Also coordinated with Gen.
Loomis, who is prepared to
accept this request for
[]

Executive
Registry

DDCI

203

Admin

6/19

6/18

6/19